



plant potential

FOR THE PROFESSIONAL GROWER

Welcome to Plant Potential, the new newsletter from Syngenta Flowers!



Plant Potential comes from our newly formed Technical Services team. Serving the professional grower, Plant Potential features culture and technical information for the full Syngenta Flowers genetics assortment of seed and cuttings.

As you know, the changes at Syngenta Flowers in recent years are designed to facilitate your profitability; we offer a complete portfolio of world-renowned genetics, as well as [Fafard's](#) premium soilless media blends and [Syngenta control products](#). The Syngenta Flowers Technical Services team is the latest addition to our service offering.

Our team combines expertise from Fischer, Goldsmith, Yoder®, S&G®, Fafard® and Syngenta Plant Health to deliver comprehensive, real-time solutions. With more than 400 years of combined horticultural experience, the Technical Services team brings unparalleled know-how and ready access to superior technical services, including:

- Technical support—at your location, on the phone or electronically
- Full-service analytics and diagnostics
- Product training for your employees
- Production protocols and growing-systems information



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The team provides knowledge and insight to solve everyday challenges and answer questions regarding crop protection. We leverage comprehensive resources, including the following tools and programs:

- Accurate disease and pest diagnoses through in-house and contracted private and university laboratories.
- Soilless media, irrigation water, foliar tissue and fertilizer solution testing and analysis through Fafard.
- Disease and insect controls resistance analysis and confirmation through Syngenta's crop protection research facility in Vero Beach, Fla.

The team is also working to ensure further delivery of the latest tools you need to increase your profitability. To keep the momentum of providing information and ideas that benefit you, our internal focus includes:

- Expanding systems knowledge to provide the fastest and most reliable technical consultation services.
- Creating and improving analytical and diagnostic resources with advanced interpretation of results from these resources.
- Developing state-of-the-art information resources, tools and training programs.
- Compiling and delivering emerging research insight that increases efficiency and profitability.

In short, the Syngenta Flowers Technical Services team provides timely solutions to current challenges and insight into future trends.

[Click here for a look at the Syngenta Flowers Technical Services Team.](#)

We look forward to serving you and welcome your ideas and suggestions on how we can best meet your needs.

Sincerely, Don Snow, Technical Specialist Manager, Syngenta Flowers